

## CLAIMS

1. A business, personal or marketing communication piece, comprising;  
a substrate having first and second faces, first and second longitudinally extending side edges and first and second transversely extending end edges, at least one of said first and second faces is capable of receiving a ferromagnetic material and non-ferromagnetic indicia; and

wherein said ferromagnetic material is applied to said substrate in a variable pattern through use of printing or imaging rollers to create a communication piece having a magnetic portion that is printed or imaged directly on to said substrate as well as a non-magnetic portion, each of which convey information, and said magnetic portion having a thickness of less than 25 mils.

2. A business or marketing communication piece as recited in claim 1, wherein said magnetic portion and said non-magnetic portion cooperate to form a single business or marketing communication.

3. A business or marketing communication as recited in claim 1, wherein said ferromagnetic material is supplied from a reservoir.

4. A business or marketing communication as recited in claim 1, wherein said ferromagnetic material is provided as a slurry that is UV curable and is composed of a ferrite powder ranging from about 50 to about 90 % by weight of the slurry, a stabilizer ranging from about 5 to about 20% by weight of the slurry and a varnish ranging from about 15 to about 30% by weight of the slurry.

5. A business or marketing communication as recited in claim 1, wherein said thickness of said magnetic portion ranges from about 1 to about 15 mils.

6. A method of communicating a variable marketing or business message having a ferromagnetic component, comprising the steps of;

providing a substrate capable of receiving both ferromagnetic and non-ferromagnetic indicia;

creating a message for communicating to a pre-selected recipient;

advancing said substrate to at least a first printing area for printing a ferromagnetic component of said message;

transferring said message to said substrate; and

moving said substrate through at least one curing station to cure said ferromagnetic component of said message.

7. A method as recited in claim 6, wherein said substrate is provided in a cut sheet format.

8. A method as recited in claim 6, wherein said substrate is provided in a continuous format.

9. A method as recited in claim 6, wherein said ferromagnetic indicia is applied so as to have a thickness of less than 25 mil.

10. A method as recited in claim 6, wherein said ferromagnetic component is applied so as to have a thickness ranging from about 1 to 15 mils.

11. A method as recited in claim 6, wherein said ferromagnetic indicia and said non-ferromagnetic material form a complementary message.

12. A method as recited in claim 6, said curing is achieved through application of first and second curing stations.

13. A method as recited in claim 12, wherein one of said first and second curing stations cures said ferromagnetic indicia topically.

14. A method as recited in claim 12, wherein one of said first and second curing stations deeply cures said ferromagnetic indicia.

15. A method as recited in claim 6, including a further step of advancing said substrate to a second printing area for applying non-ferromagnetic indicia.

16. A ferromagnetic slurry for use in creating indicia for a communication document, comprising;

a ferrite powder ranging from about 50 to about 90 % by weight of the slurry;

a stabilizer ranging from about 5 to about 20% by weight of the slurry;

a varnish ranging from about 15 to about 30% by weight of the slurry; and

wherein said slurry is uv curable.

17. A ferromagnetic slurry as recited in claim 16, wherein said ferrite powder is provided in an amount ranging from about 60 to about 65% by weight.

18. A ferromagnetic slurry as recited in claim 16, wherein said stabilizer is provided in an amount ranging from about 10 to about 15% by weight.

19. A ferromagnetic slurry as recited in claim 16, wherein said varnish is provided in an amount ranging from about 20 to about 27% by weight.

20. A ferromagnetic slurry as recited in claim 16, wherein said communication document is selected from a group including business communications, marketing communications, advertising communications, personal communication and combinations thereof.

21. A system for creating a substrate having a ferromagnetic portion and a non ferromagnetic portion each of which are applied directly to said substrate, said system comprising;

a reservoir containing a ferromagnetic slurry;

a series of cooperating rollers for transferring a predetermined pattern formed from said ferromagnetic slurry to the substrate to create a ferromagnetic image; and

at least first and second curing stations for curing said ferromagnetic image applied to said substrate with each of said first and second curing stations curing a different portion of said ferromagnetic image.

22. A system as recited in claim 21, wherein one of said first and second curing stations cures a topical area of said ferromagnetic image and another of said first and second curing stations cures below the topical area of said ferromagnetic image.